

# Ace Hardware Honors Fallen Heroes with 1 Million American Flags

## Ace to collaborate with the VFW to distribute 1 million American flags nationwide this Memorial Day

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**OAK BROOK, Ill.** – In the true spirit of Memorial Day, Ace Hardware is once again collaborating with the Veterans of Foreign Wars of the U.S. (VFW) to honor those who made the ultimate sacrifice for their country. Ace Hardware is pledging to give out [1 million American flags](#) nationwide on Saturday, May 25. Consumers are encouraged to visit participating Ace stores to receive a free 8” x 12” American flag\* on May 25, while a second flag is donated to a local VFW Post to be used for marking and honoring veteran graves this Memorial Day.

“We are proud to again affirm our long-standing commitment to honoring veterans by supporting VFW Posts and local communities,” said John Surane, Executive Vice President and Chief Merchandising Officer for Ace Hardware. “This Memorial Day, Ace stands with the VFW in honoring the courage of the brave men and women who have sacrificed everything for their country. We applaud the VFW for the incredible support they continue to provide for veterans nationwide and are grateful to be able to work together with our loyal customers to honor the fallen this Memorial Day.”

“Teaming up with companies like Ace, who show dedicated support to both our brave service men and women, and our local communities nationwide, just makes sense,” said VFW National Commander B.J. Lawrence. “On behalf of the more than 1.6 million members of the VFW and its Auxiliary, we appreciate this donation and remain committed to honoring America’s fallen heroes while helping to remind Americans what Memorial Day is truly about.”

Last year, Ace Hardware sent a total of 530,000 flags to 2,250 local VFW Posts across the country. The American flag giveaway aligns with Ace Hardware’s long history of supporting veterans nationwide. Ace’s very name is a commemoration of the “Flying Aces,” the

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courageous fighter pilots from the First World War. Ace's patriotism continues through the support of its veteran retailers, and the sincere appreciation for all the veterans and active-duty military who work in Ace stores, distribution centers, and its corporate offices.

View the list of participating VFW Post locations at [www.vfw.org/AceGiveaway](http://www.vfw.org/AceGiveaway).

\*Flags will be available in participating Ace stores, while quantities last. In-store only. Limit one 8" x 12" flag per customer. No purchase necessary.

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### **About Ace Hardware**

Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,200 locally owned and operated hardware stores in approximately 70 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; Colon, Panama; and Dubai, United Arab Emirates. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit [acehardware.com](http://acehardware.com) or [newsroom.acehardware.com](http://newsroom.acehardware.com).